

## **REMARKS**

The Official Action dated March 4, 2004, has been carefully reviewed and the foregoing amendment has been made in response thereto. Claims 1 through 29 are active in the present application. Claims 1-5, 7, 9-13, 15-20, 22-27 and 29 stand rejected under 35 U.S.C. §102(e) as being anticipated by Reisman (U.S. Patent No. 6,594,692). Claims 6, 8, 14, 21 and 28 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Reisman in view of Simmons (U.S. Patent Number 5,974,451).

The foregoing amendment presents a replacement for the section of the specification titled “CROSS REFERENCE TO RELATED APPLICATIONS.” The replacement paragraphs have been amended to include application numbers and filing dates for related referenced patent applications.

The rejections of claims 1 through 29 under 35 U.S.C. §102(e) and 35 U.S.C. §103(a) are respectfully traversed. Each one of claims 1 through 15 of the present application includes as a limitation a logical data model including or comprising a plurality of entities and relationships defining the manner in which profile information related to web site visitors to said web store web site is stored and organized within a database. Each one of claims 16 through 22 includes as a limitation a logical data model defining the manner in which information is stored and related within a database, and a subject area within the logical data model that defines the manner in which profile information related to web site visitors to said web store web site is stored and organized within the database. Each one of method claims 23 through 29 includes the step of establishing a database for storing and organizing profile information, said profile information being organized within a database in accordance with a logical data model including a plurality of entities and relationships defining the manner in which said profile information is stored and organized within said database system.

It is important to note that the terms “entity”, “relationship” and “subject area” each have specific meaning within a logical data model. The present application, as originally filed, contains a discussion of logical data model basics, including an explanation of the terms “entity”, “relationship” and “subject area”. These terms and their meanings are well understood by those skilled in the art of relational database and logical data model design.

The present application describes a logical data model as being organized by subject areas, each subject area comprised of numerous entities, attributes and relationships. Each subject area includes one or more entities (or tables), each having attributes and relationships. Each attribute describes a fact about an entity. Relationships define which entities are connected to other entities and define the associations between connected entities.

The applicant respectfully requests that during the examination of the claims of the present application that the terms “entity”, “relationship” and “subject area” be accorded the specific meanings set forth in the present application and understood in the art, and that care be taken to avoid confusion with the common meanings or other meanings of these and similar terms used in many publications and references.

In the rejection of independent claims 1, 9, 16 and 23, the Official Action cited column 10, lines 39 through 51, of Reisman as disclosing a logical data model for managing customer relationships for an E-Business retailer operating a web store web site, the logical data model including a plurality of entities and relationships defining the manner in which profile information related to web site visitors to said web store web site is stored and organized within a database. Column 10, lines 39 through 51, of Reisman is set forth below:

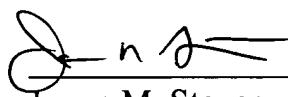
Relevant components at the workstation comprise operating system services 10, a containing information product 12, an

information transport component or module 14, herein also referenced as a "transporter" which may be a standalone product or, in preferred embodiments is embedded or contained in the containing information product 12. Information transport component 14 provides a general purpose facility for sending and fetching information objects between an end user's computer (the client) and a central server. Information transport component 14 is not customized to the containing information product 12, but is intended to be used in conjunction with any of a wide range of electronic information products.

It is not seen that Reisman includes any teaching concerning subject areas, entities or relationships, as these terms are understood by those skilled in the art of relational database and logical data model design. Accordingly, it is believed that each one of independent claims 1, 9, 16 and 23 recites an invention that is patentable over the cited references to Reisman and Simmons, taken singularly or in combination. The remaining claims, claims 2-8, 10-15, 17-22 and 24-29, depend from and further limit the inventions of claims 1, 9, 16 and 23, and are therefore also believed patentable over the cited references.

In view of the foregoing amendments and remarks, it is believed that the application is in condition for allowance. Early and favorable action is respectfully requested.

Respectfully submitted,



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